



# Guide to organising a Voter Registration drive with an ethnic minority community

This guide and our Democracy Pack will help you run a Voter Registration (VR) drive with your local, regional or national ethnic minority community to ensure that people DON'T GET FROZEN OUT.

If you feel as strongly as we do about the need to ensure that everyone gets heard, then make sure you, your friends and wider community members register to vote before the 18 April 2016 deadline. Ultimately, it is all about making sure that democracy works for everyone.

You can make a difference before the 5 May 2016 election by running a VR drive now.

- 1) **Surround yourself with a team of passionate volunteers** who know what they have to do
- 2) **Use the flyers and stickers in this pack to create a buzz** before the VR drive - the key to a successful VR drive is to ensure it is well promoted and to prepare in advance so that it runs smoothly
- 3) **Place the posters in key areas around your place of worship** and communicate clearly the place, time and date when the VR drive will take place
- 4) **Get the media talking** – ensure the newsletter or periodical in your local, regional or national ethnic minority community promotes VR in general and your VR drive in particular
- 5) **On the day of the event** you should consider designating a special area for the VR event, ready with forms and volunteers who have been assigned clear tasks beforehand (from those who greet, those who help with filling in the paper form

or with online voter registration, to those who collect the forms)

6) A one-off event will usually not be enough, so **consider organising VR drives over a few consecutive weeks**, usually key festivals or social events that are most likely to be best attended by your community

7) **Have fun!** Take pictures to celebrate your efforts. Please use hashtag #FrozenOut and tag us @hopenothate and @benandjerrysUK on social media

So, good luck with making sure your community doesn't get frozen out and remember:

■ Let everyone know they need to **have handy the National Insurance number** otherwise the registration process is not complete

■ If you register for the 5 May election you will also be able to vote in the EU Referendum on 23 June

■ Our website <http://www.hopenothate.org.uk/educational/vr/> has all the information you need on who can register to vote, how and where to send the VR forms once filled in

■ If you have any other questions or need help with a big VR drive, please do not hesitate to contact us at [elisabeth@hopenothate.org.uk](mailto:elisabeth@hopenothate.org.uk)

Best of luck defrosting democracy,

**Elisabeth**

VR Campaign Manager

[www.hopenothate.org.uk/educational/vr/](http://www.hopenothate.org.uk/educational/vr/)